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1. A process for optimizing the effectiveness of a web site having a test web page with a predetermined uniform resource location (URL) and one or more linked web pages, the process comprising the steps of:

- (a) creating one or more alternate web pages;
- (b) configuring said alternate web pages in effective parallel paths with the test web page;
- (c) distributing requests to said test web page and said one or more alternate web pages according to a predetermined distribution function;
- (d) counting the visits to said one or more linked web pages by way of said test web page and said one or more alternate web pages; and
- (e) replacing said test web page with said alternate page with the largest number of visits to said one or more linked pages.

2. The process as recited in claim 1, wherein said predetermined distribution function is a sequential function.

3. The process as recited in claim 1, wherein said predetermined distribution function is a random function.

4. The process as recited in claim 1, wherein step (c) comprises the steps of:

- (a) receiving requests for the URL for said test web page;

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(b) redirecting said requests to the alternate web pages in accordance with a predetermined distribution function.

5. The process as recited in claim 1, further including the step:

- (f) repeating steps (a)–(e).

6. A process for directing requests for a test web page having a predetermined universal resource location (URL) comprising the steps of:

- (a) providing one or more alternate web pages;
- (b) configuring said alternate web pages in parallel paths with said test web page;
- (c) distributing requests to said test web page and said alternate pages according to a predetermined distribution function wherein said requests are distributed by redirecting requests from said test web page to the alternate web pages in accordance with a predetermined distribution function.

7. The process as recited in claim 6, wherein said predetermined distribution function is a random function.

8. The process as recited in claim 6, wherein said predetermined distribution function is a sequential function.

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